

**Visit Los Osos/Baywood**  
(Los Osos, Baywood Park, uninc. Morro Bay  
Local Fund Advisory Board)

**Minutes**

July 28, 2015 – Sea Pines Golf Resort, Los Osos

**Board Members Present:**

Bill Lee, Back Bay Inn  
Denise Robson, Vacation Rental Owner  
Gary Setting, Sea Pines Golf Resort (Chair)  
Steve Vinson, LOBP Chamber of Commerce

**Others Present:**

Mary Golden, CCSPA  
Paul Irving, Bayside Life/Big Big SLO (Marketing)

**Absent:** Alex Benson, Baywood Inn (excused) and Pandora Nash-Karner, Vacation Rental Owner (excused)

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** By Chair Gary Setting at 9:06 a.m.
  2. **Public Comment:** None
  3. **Consent Items:**
    - a. Approval of 6/23/15 Minutes: Bill Lee made a motion to approve the Minutes of the June 23, 2015 Meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried.
  4. **CBID Update/Financials/Programs Funded through Local Boards:**
    - a. June Local Fund Update: 8.8 million digital impressions were delivered during the Spring Campaign with 442,000 clicks and views. There was an increase in e-mail subscribers by 2,200. An article on the Highway 1 Discovery Route was featured in Epoch Times, which is published in 35 countries in 21 languages.
    - b. The next CBID Board Meeting is scheduled for August 19<sup>th</sup> at 12:00 p.m. at the Apple Farm.
  5. **Financials:** Contribution through May was 2.62% with a net income \$174.74. Melissa will continue to work on the proposed 2015-2016 and will present to the board once the June financials are received.
  6. **Committee Reports:**
    - a. Beautification/Outreach: Gary stated that he and Bill purchased milkweed and planted it among the golf course. Gary thanked Bill for his time and effort.
    - b. Events and Marketing:
      - i. Events: Baywood Mondays and Saturday Concerts at Sea Pines going well. More live music is being played at the Beach Hut Deli and La Palapa. Bayfest is coming up on August 30<sup>th</sup> at the Back Bay Inn, with a tie-in to Boatzart on the Pier and hopefully some water activities; Sea Pines Fall Concert Series lineup has been released; KCBX has been putting on some concert events at the Red Barn; Oktoberfest is scheduled for Sunday, October 25<sup>th</sup>; Stewardship Weekend is coming together and is scheduled for October 17<sup>th</sup>; and Arts Obispo Open Studios Tour weekend of October 10<sup>th</sup> and October 17<sup>th</sup>. Mary stated that August 27<sup>th</sup> is Martini de Oro.
      - ii. Further potential events were discussed and included a Selfie Station contest and Osos Picnic contest.
      - iii. Paul presented the August BigBigSLO pocket planner and asked about making an exclusive guide for Los Osos and Baywood Park on a quarterly basis. Pages would be sold to the board, State Parks, and restaurants. Paul will work on more details and will present to the board.
      - iv. Mary stated that the Montana de Oro app is being released soon and CCSPA will be looking for ways to partner with others through the app.

- v. Kelsey See Canyon Vineyards provided Paul with a stack of complimentary Wine Tasting for 2 cards and they have been distributed to the front desks of lodging properties.
- vi. Paul Irving Update:
  - 1. Paul presented a draft of the rebuilt website with some content still to be added (photos, videos, etc...). Paul will send out a link towards the end of the week and request feedback from board members. Morro Bay has its own section on the website, which includes Recreation and Dining.
  - 2. Paul would like to begin to prepare and distribute monthly reports to show the board how content is being used and distributed.
- c. Stewardship Traveler Program Liaison: No report at this time, but Gary stated that activities can be worked into pocket planners.
  - i. Stewardship Weekend/Getaway: Mary wants to add a Golf Scramble "Shenanigans on the Golf Course" in addition to the Spooner's Cove Speakeasy. Dates will still be discussed as concerts are occurring on Saturdays throughout October. The committee (Mary, Denise, & Paul) will meet to discuss further details. Cheryl reminded the committee to keep Di in the loop.

## **7. Action/Discussion Item**

- a. Discussion & Vote for Approval – Renewal of Board Term for Steve Vinson: Bill Lee made a motion to accept the Continue-to-Serve letter for renewal of board term for member Steve Vinson. Denise Robson seconded the motion; motion carried.
- b. Mid-Week Stay Promotion Brainstorming: Discussion began and it was agreed that mid-week stays are needed across the board. Bill brought forward the idea of a dog show; reach out to contacts and possibly Woods Humane Society. Other options discussed included "Date Night" hotel rates, Baywood Mondays promotions, Craft/Antique Faire (would need someone to host); Cooking Class with Wine; and iPhone photography contest. CCSPA has several mid-week walks and talks and King Tides are popular in the winter. The board will continue to think about this and it will be discussed further at the next meeting.

## **8. Future Agenda Items/New Business:**

- a. Review of Proposed 2015-2016 Budget
- b. Mid-Week Stay Promotion Discussion
- c. Discussion & Vote for Approval: Los Osos/Baywood Regional Planner

## **9. Closing Comments:** Melissa will not be here on the 4<sup>th</sup> Tuesday of August, it was decided to forego an August meeting.

## **10. Next Visit Los Osos/Baywood Meeting**

Date: Tuesday, September 22, 2015

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

## **11. Adjournment**

The meeting was adjourned at 10:32 a.m. (Bill, Steve)